

Message Text

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TAGS: BEXP SW

SUBJECT: ELCTRO-OPTICAL RESEARCH: IR AND UV SPECTROPHOTOMETERS

REF: EEMG REVISION, NOVEMBER 1973; CAYA TELECON, JAN 18.

1. FIGURE OF 1,5000 IS A TYPOGRAPHICAL ERROR, SHOULD READ 1,500. HOWEVER, THIS FIGURE (1500) IS INCORRECT. IT WAS BASED ON PREVIOUS (1969) EEMG'S FIGURE OF 1000 UNITS PER YEAR FOR SALES OF IR (INFRA RED) SPECTROPHOTOMETERS, WHICH WAS CHECKED WITH SEVERAL SOURCES, CONSENSUS OF WHICH WAS PRESENT MARKET 50 PERCENT HIGHER. FIGURE SEEMED HIGH, BUT NO OTHER INFORMATION WAS AVAILABLE. STC HAS NOW GAINED ACCESS TO PREVIOUSLY UNAVAILABLE CONFIDENTIAL SALES FIGURES OF DOMINANT (90 PERCENT) SUPPLIER OF THIS EQUIPMENT; TABLE BELOW SHOWS ACTUAL CONSUMPTION IN BOTH UNITS AND VALUE FOR 1973. STC UNABLE DETERMINE REASON FOR ORIGINAL OVERESTIMATE, SINCE FIGURE OF 1,000 DOES NOT CORRESPOND TO HEARLY SALES, OR TOTAL INSTALLED UNITS EITHER BY UNIT OR BY VALUE, NOR TO FIGURES FOR ALL SPECTROPHOTOMETERS OR SPECTROMETERS.

2. SWEDISH CONSUMPTION OF IR AND UV SPECTROPHOTOMETERS:
1973 (INFRA RED AND ULTRA VIOLET)

	UNITS	VALUE (DOLLARS)
IR	30 (THIRTY)	\$360,000 (THREE HUNDRED SIXTY THOUSAND)

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UV 450 (FOUR HUNDRED
FIFTY) \$3,000,000
(THREE MILLION)

SOURCE: INDUSTRY SALES ESTIMATES. UNIT FIGURES
BASED ON AVERAGE VALUE OF \$ TWELVE THOUSAND
FOR IR AND SLIGHTLY LESS THAN \$7 THOUSAND FOR UV.
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